12. Lakshdeep Islands
13. Madhya Pradesh
14. Mahrashtra
15. Mizoram
16. Orissa
17. Punjab
18. Rajasthan
19. Tamil Nadu
20. Sikkim
21. Uttar Pradesh
22. West Bengal

Norms for Commercial Advertisements by Doordarshan

246. SHRI PARMESHWAR KUMAR AGARWALLA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether any guidelines or norms have been laid down for commercial advertisements by Doordarshan to ensure morality, decency, reality etc.;

(b) if so, the details thereof and what manner these are being implemented in practice; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI P. M. SAYEED): (a) and (b) yes Sir. Advertisements carried on Doordarshan are governed by the Code for Commercial Advertising which inter-alia ensures that advetrisemetns do not mislead the viewing consumers and do not offend the morality and decency of the people. The client or advertising agency is required in the first instance to submitt the story board of the advertisement to Doordarshan. This is carefully evaluated in accordance with the provisions of the Code for Commercial Advertising Doordarshan and in the event it is found to be strictly in conformity with it, the client/agency is permitted to produce the advertisement. The advertisement when produced is again previewed by Doordarshan before its actual telecast.

(c) Does not asrise.

Report of Textiles Technical Sub-Committee

247. SHRI V. RAJAN CHELLAPPA: Will the Minister of TEXTILES be pleased to state:

(a) whether the Textiles Technical Sub-Committee has submitted its report to Government regarding the Ecomark;

(b) if so, the details thereof; and

(c) the action Government propose to take in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF POWER (SHRI KAMAL NATH): (a) to (c) The Textiles Technical Sub-Committee has finlasised the limits on the parametres which could be adopted for award of Ecomark to textiles made from cotton wool, jute, synthetics, blended, coir and silk. The recommendations of the Sub-Committee have, in turn been examined by the Technical Committee which has forwarded this to the Government by the Technical Committee which has forwarded this to the Government in the Ministry of Environment and Forests for consideration and approval inthe Ecomark steering Committee, prior to notification.

Bonus to workers of NTM and NJMC

248. SHRI SANATAN BISI: Will the Minister of TEXTILES be pleased to state:

(a) whether it is fact that Government have taken decision to pay bonus to the workers of National Textile Mills and National Jute Manufacturers Corporation; and

(b) if so, what would be total amount involved in the payment of bonus;

THE MINISTER OF STATE OF THE MINISTRY OF TEXTILES (SHRI KAMALNATH): (a) and (b) Yes, Sir. The Total amount involved in Rs. 35.28 crores towards payment of bonus.